



For Immediate Release – Feb. 8, 2017

GMCC, Brunswick News Inc. partner on Chamber Vision magazine

The Greater Moncton Chamber of Commerce has announced a new partnership to publish its Chamber Vision magazine.

The GMCC will partner with Brunswick News Inc. for Chamber Vision, starting with the Spring 2017 edition that will be distributed in mid-March. Brunswick News becomes publisher of the magazine under this agreement. The magazine will be redesigned, with new content added.

GMCC CEO Carol O’Reilly is confident the new partnership and updated magazine is a significant step forward for the Chamber.

“We feel this new agreement with Brunswick News gives us the best opportunity to grow the magazine, maximize the financial return to the Chamber and strengthen our brand in the Greater Moncton community.”

Greg Lutes, senior director of Brunswick News, was equally enthusiastic about working in tandem with the GMCC.

“We believe that leveraging our local content, design and sales resources will enhance the magazine and offer more opportunities to the Chamber and its members in the future,” Lutes said.

“For Brunswick News, it provides us with a custom publishing piece with a distinct business to business focus.”

Under the agreement, the GMCC will continue to provide overall editorial direction to the magazine. Brunswick News will be responsible for advertising sales, magazine design and distribution. The magazine printing will remain with Advocate Printing of Dieppe.

Chamber Vision is distributed to approximately 4,600 businesses in the Greater Moncton region. It is published four times a year and includes news about the business community, Chamber members, event listings and advertising.

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